

Business Voice

LAS VEGAS METRO CHAMBER OF COMMERCE

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What Spring Will Bring

MARY BETH SEWALD
PRESIDENT & CEO



W

of the session.

Southern Nevada Forum is an incredible and collaborative effort between Southern Nevada legislators, the Metro Chamber, local municipalities, and stakeholders in our community – stakeholders like you, who have a vested interest in ensuring Nevada stays competitive and continues to grow and thrive. You can engage on a variety of issues and topics – including healthcare, economic development, K-12 and higher education, and transportation and infrastructure – and meet with other people passionate about the issues and help determine, as a region, what to focus on during the 2019 Legislature.

Our Chairman of the Board, Mike Bolognini, Vice President of Government Affairs, Paul Moradkhan, and I traveled to Washington, D.C. to meet with various federal stakeholders on Capitol Hill and at the White House to advance the potential of a new health insurance product to offer you and your employees. We will continue to be a leader in this dialogue and advance this critical agenda on behalf of our members. As always, we will continue to keep you up-to-date on the issue as things progress.

The Chamber continues to engage in federal issues that can help our business and economy grow. I was proud to join business and community leaders from Nevada and Arizona at the I-11 Summit in Phoenix. We are working together on planning and finding the funding to build Phase One, connecting Las Vegas to Phoenix.

In January, I held the first Chamber Call so you could give me your feedback, ask questions, and hear about what we have coming up. As you'll read in this issue, we are also launching a brand-new small business expo right here at The Smith Center in May. It will be a great way for our members to get informed, build relationships, and boost their brand. We're excited to introduce it to you and look forward to seeing you there. And I promise, there's more to come to benefit you.

I hope you'll join us for our first Business After Hours of the year on March 15, at the newly renovated Westin Las Vegas, in its signature restaurant, Jake & Eli. This warm, welcoming space is the perfect way for you to get to know your fellow members and make new connections. Please be sure to say hello while you're there.

As always, if there is anything I can do for you, please don't hesitate to reach out at any time. You can find me at mbsewald@lvchamber.com.

"I hope you'll join us for our first Business After Hours of the year on March 15, at the newly renovated Westin Las Vegas, in its signature restaurant, Jake & Eli."

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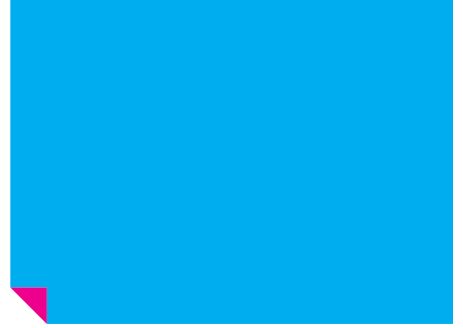
Table of Contents

MARCH 2018

- 6 Chamber News
- 8 News You Need
- 9 For Your Benefit
- 10 Your Scene | You're Seen
- 12 Working for You
- 14 **Spring Clean Your Business**
- 18 Preview Las Vegas Recap
- 20 What's Happening
- 22 Member to Member
- 23 Welcome New Members!
- 24 Member Spotlights
- 26 Leadership Foundation
- 28 Member News
- 30 Ribbon Cuttings
- 32 Pop-Up Business Showcase
- 34 Know the Numbers
- 36 Vegas Young Professionals
- 38 The Final Word



Chamber News



Don't Miss **Business After Hours** at Jake & Eli inside the Westin Las Vegas

Join fellow Chamber members at Jake & Eli at the newly renovated Westin Las Vegas for Business After Hours. These free-flowing mixers are open exclusively to Metro Chamber members and their guests. Enjoy Jake & Eli's specialty craft bourbon cocktails, a sampling of the restaurant's signature bites, and the relaxed, warm ambiance as members build new connections and business relationships. Business After Hours is Thursday, March 15, from 5:30 – 7:30 p.m. There is no cost to attend, but kindly note there will be a no-host bar at the event. Register in advance at LVChamber.com.

Anniversary Mixer

Walks
on
the
Wild
Side



Vegas Young Professionals is celebrating twelve "roaring" years of professional development and growth with a wildly good time at Siegfried & Roy's Secret Garden and Dolphin Habitat, located inside The Mirage. Join VYP and Chamber members and enjoy drinks by the dolphins, mingle in the jungle, and make big connections around some big cats. The Anniversary Mixer will take place Thursday, March 29, from 6:30 to 8:30 p.m. For more information or to register, visit vegasymp.com.



The Metro Chamber is **Hiring!**

The Metro Chamber is hiring a business development executive as part of its membership team. This individual will be part of a dynamic and high output team, and is responsible for recruiting businesses to invest with the Metro Chamber. This individual will sell by communicating the Metro Chamber's value proposition and return on investment on benefits offered. The ideal candidate will also sell investment benefits, upgrade prospects to higher levels of investment where appropriate, research business-related issues, and can understand and clearly articulate the Metro Chamber's role in the business community. The ideal candidate will also seek and recruit new leads and manage a portfolio of leads, a pipeline, and will be able to track appointments and opportunities. For more information or to submit your resume, please contact Donna Damron at 702.586.3826 or ddamron@lvchamber.com.

Applications Now Open!

Applications are now available for the Public Policy Leadership (PPL) Series, a partnership between the UNLV Greenspun College of Urban Affairs and the Leadership Foundation of Greater Las Vegas. The program educates community leaders interested in serving in public office on the tenets of good public policy and governance. This spring, the PPL Series will feature two courses: general

government and education. The general government course will educate participants on better understanding functions and structure of government in Nevada and best practices in public policy development, and the education course will prepare participants on the types of responsibilities associated with serving on boards of education and School Educational Teams (SOTs). For more information on tuition, class frequency, and to download an application, visit leadership.vegas.



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FRONT OF CLIENTS,
CUSTOMERS, AND THE
BUSINESS COMMUNITY!**



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For more information on a sponsorship package, contact Shelly Harris at **702.586.3859** or sharris@lvchamber.com today.

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News You Need



Employers Wanted for the Strong Future Las Vegas Youth Employment Program

The City of Las Vegas is seeking employers for its Strong Future Las Vegas youth employment program. Participating employers can gain tax incentives, serve corporate social responsibility efforts, and be part of preparing the future workforce. Youth in the program participate in a seven-session workforce readiness training during the spring, and most employment opportunities begin in early June, and conclude in early August. Employers can work with City staff to screen and interview candidates who match their criteria, and are asked to pay a minimum of \$10 per hour, and give youth the opportunity to work 25-30 hours per week. For more information, visit lasvegasnevada.gov or call 702.229.5437.

SBA Presents Free Webinar Series on HUBZone Program

The U.S. Small Business Administration (SBA) recently launched a six-webinar series to help small businesses navigate its Historically Underutilized Business (HUB) Zone Program. The hour-long webinars cover HUBZone contracting, joint ventures and how to partner with other companies for HUBZone contracts, maintaining a HUBZone certification, employee and affiliation consideration, HUBZone designations, protests, and appeals. The final webinars are March 7 and March 14, and previously released webinars are available on the SBA's YouTube page. For more information, visit sba.gov/hubzone.



Nevada Department of Business & Industry Holds Third Annual Consumer Fraud Prevention Fair

The Nevada Department of Business and Industry will present its third annual Consumer Fraud

Prevention Fair in Reno, March 7, and in Las Vegas, March 9. The event includes resource booth vendors, including several public agencies, two fraud prevention panels featuring state and local experts, and more for a daylong program on educating consumers and businesses about the dangers of consumer fraud, navigating risks, and recovery efforts if you are a victim of fraud. The event is free to attend, and takes place at the Las Vegas Clark County Library, 1401 E. Flamingo Rd. For more information, visit consumeraffairs.nv.gov.

IRS Warns of Scam

The Internal Revenue Service (IRS) warned taxpayers of a growing scam involving erroneous tax refunds being deposited into bank accounts. After stealing client data from tax professionals and filing fraudulent tax returns, criminals use the taxpayers' real bank accounts for the deposit. In other variations, criminals pose as a debt collection agency acting on behalf of the IRS, or use automated calls that threaten arrest warrants and fraud charges if no action is taken. The number of potential victims jumped from a few hundred to several thousand in just days. The IRS cautions that these scams can be targeted to individuals and businesses. For more information on the scam and how to mitigate an erroneous refund, visit irs.gov.

For Your Benefit

FREE for Employees! Nevada Drug Card Has Saved Nevadans More than \$62 Million

Nevada Drug Card, the free prescription assistance card available to all Nevada employers, their employees and families, has surpassed \$62 million in savings since its inception in 2008. The card can be used at thousands of pharmacies nationwide on both brand-name and generic prescriptions. Employers incur no cost for offering this benefit to their employees and their families, and Nevada Drug Card will not sell patient information. Cards can be generated anonymously online, through the Nevada Drug Card app, or by requesting hard copy cards. In addition, cards can be used regardless of insurance status, as the cards work on a best price guarantee. The program also supports and helps fund Children's Miracle Network hospitals in Nevada, ensuring that your prescription dollars go even further in the community. For more information on Nevada Drug Card and enrolling in the program, contact Suzanne Domoracki at suzanne@nevadadrugcard.com or visit nevadadrugcard.com.

See the full-page ad on the inside back cover. >

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For more information or to order hard cards contact: **Suzanne Domoracki**
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Eggs & Issues Special Report



The Metro Chamber partnered with the U.S. Chamber Foundation and the Leadership Foundation of Greater Las Vegas for a special Eggs & Issues event highlighting the economic case for high-quality early childhood education. Panelists provided evidence on why early childhood education matters to the business community, the evidence behind its significance, the ROI of early childhood education programs, and ways the business community can get involved. *Photo credit: Las Vegas Photo & Video*

Southern Nevada Forum



More than 200 people attended the Southern Nevada Forum kick-off event at Las Vegas City Hall. Attendees broke into areas of interest, including infrastructure, K-12 education, higher education, economic development, and healthcare, and will now meet regularly to determine priorities to help form the Southern Nevada agenda for the 2019 Legislature. *Photo credit: Nick Claus*



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NEWS AND UPDATES

FAQS FOR THE 2018 ELECTIONS

As campaign season gets underway, the Metro Chamber has assembled a few frequently asked questions regarding how to be involved and engaged:

Q: What is Metro Chamber's overall success rate in endorsing candidates?

A: The Metro Chamber's overall success rate for candidate endorsements over the years is approximately 85 percent.

Q: Are the Chamber endorsements valid for both primary and general elections?

A: Yes, the Chamber endorsements are good for both the primary and general elections, unless the candidate loses the primary race. If that occurs, the Government Affairs Committee may reevaluate that race for a possible endorsement.

Q: Does the Chamber endorse for judicial races such as State Supreme Court, State Court of Appeals, District Court, or Justice of the Peace?

A: The Metro Chamber has historically not made endorsements for judicial races.

Q: Will there be an opportunity to meet the Chamber's endorsed candidates?

A: Yes, the Metro Chamber's Endorsed Candidate Reception will be September 20, at 5:30 p.m. at the Chamber offices. This is member-exclusive event.

Q: If I am interested in running for office, can I meet with someone from the Metro Chamber?

A: Yes, if you are a member of the Chamber and interested in running for office, the Metro Chamber's government affairs department will meet with you. You can call 702.641.5822 and ask to speak to Paul Moradkhan or Justin Harrison.

Q: Am I allowed to campaign at Chamber events if I am running for office?

A: Unfortunately, we do not permit candidates to campaign or distribute materials at Chamber events.

YOUR VOICE MATTERS: SUPPORT PRO-BUSINESS CANDIDATES!

A great way to make sure your voice is heard in the state and local elections in November is to give to BizPAC. Your contributions to the Metro Chamber's political action committee – combined with the support of your fellow Chamber members – signifies a strong, collective, and unified employer community. Every dollar you give to BizPAC is an investment in your business and in Nevada's future.

Your contribution helps strengthen the message that employers matter at the local and state levels of government. BizPAC helps support candidates who are committed to



working with Nevada's employers. These candidates understand the important role that businesses play in driving Nevada's economy forward and as members of the business community, your support is important.

The Metro Chamber offers you an opportunity to succeed, be engaged, and invest in that success. Every contribution matters, and combined with contributions from other Metro Chamber members, your dollars can and will make a difference. For more information about how you can become involved with BizPAC, please contact Erica Valdriz at evaldriz@lvchamebr.com or at 702.586.3846.

REGISTER TODAY FOR THE 2018 WASHINGTON, D.C. FLY-IN

Registration is now open for the Metro Chamber's annual Washington, D.C. trip, October 7-12, 2018. Earlybird registration for the

event is \$1,495 per person and runs until July 13, at which time the price is \$2,195 per person. The social registration for spouses and partners is also available again this year. Registration for the spouse/partner program is \$895 until July 13, and \$1,195 thereafter. Registration closes August 31.

This event is open to President's Club members, Board of Trustees, and Government Affairs Committee members. As leaders of the Metro Chamber, we hope that you will be able to join us as we head to Capitol Hill to advocate on behalf of Nevada's business community on federal issues that impact employers and the Nevada economy.

The 2018 trip will be comprised of meetings with Congressional members, policy groups, trade associations, and think-tanks. We will also be hosting several receptions during the trip, including Nevada Lights Up the Capitol Night and the Nevada State Gala Dinner to further build relationships with

Congressional leadership and to strengthen existing connections.


The host hotel for the delegation is the JW Marriott Washington, D.C., located at 1331 Pennsylvania Ave. NW. The Metro Chamber has a dedicated RSVP website, with a preferred rate room block.

For more information on the 2018 trip or the hotel, please contact Joi Holliday at 702.586.3812 or jholliday@lvchamber.com. To reserve your spot on this year's delegation, visit LVChamber.com.

BIZPAC
LAS VEGAS METRO CHAMBER OF COMMERCE

The image features a bright blue rectangular piece of paper with a deckled, torn edge, set against a background of a light blue and white patterned fabric. The text "SPRING CLEAN YOUR BUSINESS" is printed in a bold, yellow, sans-serif font, centered on the blue paper. The paper is slightly offset to the left, revealing the patterned fabric underneath on the right side.

SPRING CLEAN YOUR BUSINESS



The books on 2017 are closed. The rush of the new year is over. And you've dug into your plans for 2018 with enthusiasm, rigor, and attention. As the spring season approaches, it's an ideal time to de-clutter, optimize your space, and think strategically about your business. A thorough spring cleaning of your business involves more than cleaning out files and decluttering your desk; it's about taking stock of what's working and what's not in your short and long-term practices, and strategically adapting.

Embrace your space.

You spend a good amount of time every day in your office, cubicle, or designated workspace – whether it's at an office, your home, or even your vehicle. Psychologist Dr. Jean Pollack recommends starting with a visual or written plan of how your ideal space will work, taking into account the flow of your work, your optimal working environment, and what you need to have at your fingertips (or handily available in a drawer) and finding a home for anything on your desk or major workspace that's smaller than a breadbox (or a large tablet). Be sure to have some time dedicated to the decluttering, as it's easy to get overwhelmed with the amount of *stuff* that you've accumulated when you only have an hour or two to get it done.

It may be a good opportunity to have an honest appraisal of your space. Are your existing workflows contributing to productivity, or are they getting in the way? Are your work zones allocated appropriately to the amount of work done at each? Are there spaces on your desk that invite clutter or stacking?

File what you need away, shred what you don't, and take an honest appraisal of swag items you've collected from various trade shows and conferences (looking at you, drink koozies and Post-It notes with questionable sticking power). After you (in theory) have more space to work with after the purge, organize your work or activity zones (for

example, a computer-based space on your desk and a space on your desk to conduct non-computer related tasks, such as document reviews and one-on-one meetings with staff members). Placing your hardware and equipment based on frequency of use will help maximize your space.

Let there be room on your desktop.

Your physical files are neat and organized. You know where to find anything on your desk or in your drawers. Since so much of our lives reside on a laptop or desktop, it behooves us to periodically check and ensure that things are still organized for quick access to frequently retrieved documents, a filing system that you and your colleagues can follow easily, and that all systems are backed up on the cloud or another method that enables you to quickly access them, in the event of a data loss, power outage, or emergency. If you don't yet have an IT services professional in-house or contracted, it's a great time to look through the Chamber's member database for a new provider.

Do you need a data dump?

An appraisal of your database and how it's working is a good idea to start now, in advance of budgeting, to ascertain if your current systems are doing the work they need to be doing to serve your clients, sales team, and other stakeholders. Springtime is also a great time to start a long-term database clean-up, ensuring that contact information is up-to-date, internal contact records have been updated, and sales opportunities have had appropriate follow-ups. Check-in with your database or CRM provider to inquire about any updates, add-ons, or value-adds that may be of service to you and your staff members to handle customer communications and benefit fulfillment more efficiently. After all, your database and the way you manage your customer relations – from sales pipelines to email marketing lists – should fit into every piece of your strategic plans, in every single department.

#SpringCleaning #ToughChoices

Cleaning up your online presence is a great way to ensure your platforms are relevant and your messaging is consistent. Start by making a list of every social media platform in which your brand exists. A simple Google search of your company can bring up social media platforms that you frequent, as well as those that may have been neglected or that you may not know about when it comes to your online reputation (think Yelp and Google reviews). Once you have that list, you can start contacting the administrators of each platform who created the page and asking for access to that site. You can also contact the platforms' customer service desk to flag a neglected or unused page. If you have multiple social media platforms, this can be a time consuming process, but it will be rewarding when you have the keys to your social media. Once you gain access to your sites, you can decide which platforms are a good fit for your company. If you decide that a platform has lost relevance within your target audience, you can delete your account. Knowing your audience and staying relevant on the platforms they use are the keys to spreading a clear message. Having one or two well performing social media platforms handily beats three or four platforms done inconsistently or in a mediocre fashion.

Another option for cleaning up your social media presence is organizing how you post. If you manage multiple social media accounts, then a social media management tool could be a great option for you. For example, Hootsuite has a free option where you can still post to multiple Facebook, Twitter, and Instagram accounts. Scheduling your social media at the beginning of each week will save you time and energy, and will keep your social accounts consistent throughout the year.

Check-up on your financial health. And your IT health. And your other professional services.

It's tax season, so you have probably already met with your financial planning professional. This can be a great time to have a check-

up on your finances, as well as visit with your banking institution on new products, services, and value-adds that may benefit your business. In addition, as you go through your tax preparation steps, ask your tax preparation professional about any redundancies, vulnerabilities, and prospective inefficiencies within your organization. You know how to audit how you performed on your budgets, your debt ratios, and income; this is an opportunity to dig deeper to see where to save, where to improve, and what you're doing well as a company.

It can also expand beyond your financial planning professional – consider meeting with your insurance representative to review coverage, your IT professional to review your technical needs and ensure your hardware and software are still performing well and not at risk, and other service providers to ascertain your changes in needs and coverage. Speak with your staff and other stakeholders about potential areas of improvement, in terms of technology and overall organizational efficiencies. A good staff meeting or open feedback session can help facilitate a constructive dialogue about what's working and what's not from the front-line teams in your organization.

If you're looking for any new professional service providers, consult the Chamber's business directory or contact the Chamber for a member referral. There are also several member discounts for professional services programs available on LVChamber.com.

Are your best practices really still best practices?

Freek Vermeulen, an associate professor of strategy and entrepreneurship at the London Business School, recently told the Harvard Business Review, "Best practices can be bad practices in disguise." Taking a candid assessment with your staff about what's working well and what's not – and asking specifically about the pros and cons of different practices and processes within your business – can help nurture the conversation along to what could be pitfalls in the practice.

Says Vermeulen, "I learned that if I walk into a company, and I ask about a certain key process and they tell me, 'I don't know; that's how we've always been doing it,'...that's one point to start paying attention. If you can't explain from your own organization why this is a good practice, then it's worth looking at whether it's still the right way of doing things."

Just because something has been done a certain way for awhile doesn't mean that it's the path to pursue today. Oftentimes, your staff members have suggestions and ideas on process improvements; opening up the dialogue to your staff to make recommendations may lend itself to natural progress. Identify peers in your industry and use them to benchmark those ideas. Pinpointing opportunities to reinvigorate processes and create new ones and empowering your team to help set the path are all ways to test out if your best practices really are *the* best practices.







Have an open feedback session with your team.

Your team is the front-line of your business, your goals, and your strategy. Inviting them to an open dialogue about what's working, what's not, and what could be improved or made more efficient is a great place to start on strategically spring cleaning what could be antiquated practices or ways of modernizing your technology or processes. Have coffee, bring in lunch, and make it a conversation. Come away with actionable goals, next steps, and ways for your team to keep engaging with the process.

Strategically spring cleaning your business can be a signal for change, for regrowth, and for new ideas – exciting prospects to keep your business sprouting – just in time for spring.

How do you spring clean in your business? Tag @lvchamber on Twitter using #Clean4Spring. We'll be keeping an eye out for your ideas on making your business more productive and efficient.

Strategic Spring Cleaning Checklist

-  **Declutter your workspaces.**
-  **Set up some time to assess the health of your company's database, and whether it could do with a good scrubbing.**
-  **Declutter your desktop and your inbox.**
-  **Audit your social media accounts, and make some tough decisions if need be.**
-  **Check in with your trusted professional services providers: financial, banking, information technology, insurance, and more.**
-  **Have an open feedback session with your staff about what processes and practices are working, and which ones aren't, and how to adapt and strategize on making things more efficient.**



P

review Las Vegas 2018 was a convergence of opportunities, from new connections on the show floor to new insights and information from the dynamic line-up of speakers. About 1,700 community and business leaders heard the latest on the Las Vegas market and

what to expect in 2018 from Anjali Kumar, chief people officer and general counsel at Cheddar; Dr. Robert Lang, executive director of Brookings Mountain West and Dr. John Hudak, deputy director of the Center for Effective Public Policy at the Brookings Institution; Paul Anderson, executive director of the Governor's Office of Economic Development; Tina Quigley, general manager of the Regional Transportation Commission of Southern Nevada; Manu Namboodiri, senior director of business

development for Delphi, a leader in autonomous vehicle technology; Sallie Sargent, president and CEO of the Houston Superbowl Host Committee; Rossi Ralenkotter, president/CEO of the Las Vegas Convention and Visitors Authority; and the Stat Pack Live, Mike PeQueen, managing director and partner of HighTower Las Vegas and John Restrepo, principal at RCG Economics. Special thanks to Flo Rogers, president of KNPR Nevada Public Radio, for serving as emcee for the program.

Thank you to the sponsors, exhibitors, and attendees who made Preview Las Vegas 2018 a dynamic event.



FEEDBACK FROM THE SHOW FLOOR:

“A great venue
for leads
and business
development.”



“Great exposure
for us as a
new business!
We learned
a LOT of
takeaways on
what we need
to be paying
attention to
this year.”



“It was
wonderful. We
made a lot of
connections.”

What's Happening

PLACES TO BE. PEOPLE TO MEET. THINGS TO KNOW. IN **MARCH**.

CHAMBER UNIVERSITY

FRIDAY, MARCH 2 – Preventing Ransomware
FRIDAY, MARCH 9 – Business Succession Planning
FRIDAY, MARCH 16 – Balancing Work & Continuing Education
FRIDAY, MARCH 30 – Hiring Contractors 101

SOUTHERN NEVADA FORUM

THURSDAY, MARCH 1 – Good Governance
TUESDAY, MARCH 6 – Healthcare
MONDAY, MARCH 19 – Economic Development

March Sponsors:



1

THURSDAY, MARCH 1

CUSTOMER SERVICE EXCELLENCE CEREMONY

All Customer Service Excellence first quarter nominees are invited to celebrate your service and commitment to the Las Vegas Valley, as we “cool” down and watch the Vegas Golden Knights train for a victory against the Ottawa Senators.

9:30 – 11:30 a.m.

City National Arena

1550 S. Pavilion Center Dr.

Complimentary for nominees and one guest.

Program Partners: Las Vegas Metro Chamber of Commerce,

Las Vegas Convention and Visitors Authority

Platinum Sponsors: Boyd Gaming, Cox Communications,

Southwest Airlines

Gold Sponsors: AMR/MedicWest, Geotab, Office Depot,

Southwest Gas, Sunrise Hospital & Medical Center

First Quarter Ceremony Partner: Vegas Golden Knights

Media Partner: 13 Action News

6

TUESDAY, MARCH 6

CHAMBER VOICES TOASTMASTERS

Become a better speaker and a more effective presenter by joining Chamber Voices Toastmasters. Open to all members.

11:30 a.m. – 12:45 p.m.

Las Vegas Metro Chamber of Commerce

575 Symphony Park Ave., Ste. 100

\$63 every six months. Guests always complimentary.

6

TUESDAY, MARCH 6

CHAMBER CONNECTIONS

Meet potential new customers and make valuable business-to-business connections! Learn effective ways to network, incorporate social media into your personal and professional branding, and establish a group of peers dedicated to helping one another grow through business relationships.

5:30 – 7:00 p.m.

Las Vegas Metro Chamber of Commerce

575 Symphony Park Ave., Ste. 100

Contact agoldberg@lvchamber.com or call 702.641.5822 for space availability and cost.

8

THURSDAY, MARCH 8

VEGAS YOUNG PROFESSIONALS COMMUNITY CONVERSATIONS: THE FUTURE IS FEMALE

VYP wants to celebrate some of the bright, powerful women entrepreneurs in Las Vegas. Join VYP as they discuss these women's personal stories of success as well as the opportunities available to women when launching their own companies. Panelists include: Lin Jerome: Co-Founder & Owner, The Refined Agency; Leah Martin: Managing Owner & Attorney, Leah Martin Law; Rikka Logan: Founder, Downtown Las Vegas Artwalk.

8:00 – 10:00 a.m.

Las Vegas Metro Chamber of Commerce

575 Symphony Park Ave., Ste. 100

Exclusive to VYP+ Members.

Sponsors: Station Casinos, UNLV Lee Business School

Executive MBA Program, and Valley Electric Association, Inc.

Media Partner: Las Vegas Review-Journal

00 - CHAMBER EVENT

00 - VYP EVENT

Visit LVChamber.com and
click on the Events Calendar.

Call 702.641.5822.

9

FRIDAY, MARCH 9 NETWORKING POWER LUNCH

Connect with fellow Chamber members and network in a relaxed atmosphere while eating lunch at some of Downtown Summerlin's most prominent restaurants.

11:30 a.m. – 1:30 p.m.

Downtown Summerlin
1980 Festival Plaza Dr.

\$22 – Metro Chamber members

Sponsor: Brown & Brown Insurance of Nevada, Inc.

12

MONDAY, MARCH 12 VEGAS YOUNG PROFESSIONALS TOASTMASTERS

The VYP Toastmaster group is for all members to aid in the development of speaking, presentation, and leadership skills.

6:30 – 8:00 p.m.

Las Vegas Metro Chamber of Commerce
575 Symphony Park Ave., Ste. 100

Complimentary for guests

\$65 to join, \$54 every 6 months.

13

TUESDAY, MARCH 13 & TUESDAY, MARCH 20 ACCESS LAS VEGAS

Access Las Vegas is a two-day community immersion program specifically tailored for senior-level executives who are new to Las Vegas or recently promoted, giving participants the opportunity to learn about our unique community and get up-to-speed on how Las Vegas works.

7:30 – 8:00 a.m. Registration and Networking

8:00 a.m. – 5:00 p.m. Program

March 13 Location: Las Vegas Metro Chamber of Commerce

575 Symphony Park Ave., Ste. 100

March 20 Location: UNLV Hospitality School

4505 S. Maryland Pkwy.

Presenting Sponsor: Cox Communications

Program Sponsors: Bank of Nevada, The Howard Hughes Corporation, *Las Vegas Review-Journal*

Luncheon Sponsor: Nevada State Bank

14

WEDNESDAY, MARCH 14 CHAMBER CONNECTIONS II

Meet potential new customers and make valuable business-to-business connections! Learn effective ways to network, incorporate social media into your personal and professional branding, and establish a group of peers dedicated to helping one another grow through business relationships.

5:30 – 7:00 p.m.

Las Vegas Metro Chamber of Commerce
575 Symphony Park Ave., Ste. 100

Contact Istein@lvchamber.com or call 702.641.5822 for space availability and cost.

14

WEDNESDAY, MARCH 14 VYP EXCURSION

Join fellow VYP+ members for a Mixology 101 course at Sonoma Cellar inside Sunset Station and learn from an experienced mixologist on crafting and pairing classic cocktails all while sipping delightful drinks and making connections.

6:00 – 7:30 p.m.

Sonoma Cellar at Sunset Station
1301 W. Sunset Rd.

\$15 – VYP+ member-exclusive

Presenting Sponsors: Station Casinos, UNLV Lee Business School Executive MBA Program, and Valley Electric Association, Inc.

15

THURSDAY, MARCH 15 BUSINESS AFTER HOURS: JAKE & ELI AT THE WESTIN LAS VEGAS

Meet, mix, and connect with your fellow members at Jake & Eli, the newest feature of recently renovated Westin Las Vegas. Enjoy an evening of building connections over craft bourbon cocktails and a sampling of Jake's & Eli's signature bites.

5:30 – 7:30 p.m.

360 E. Flamingo Rd.

Complimentary for Chamber members and their guests.

20

TUESDAY, MARCH 20 NEW MEMBER ORIENTATION BREAKFAST

Connect with fellow Metro Chamber members, staff and volunteers. We provide a light breakfast and a brief overview of your Chamber membership benefits, as well as our role in the greater context of Southern Nevada's economy.

7:30 – 8:00 a.m. Registration, Networking & Breakfast

8:00 – 9:30 a.m. Program

Las Vegas Metro Chamber of Commerce
575 Symphony Park Ave., Ste. 100

This event is open exclusively to all new members of the Metro Chamber. Limited to two individuals per company.

Sponsor: Wells Fargo

20

TUESDAY, MARCH 20 CHAMBER VOICES TOASTMASTERS

See March 6

20

TUESDAY, MARCH 20 CHAMBER CONNECTIONS

See March 6

26

MONDAY, MARCH 26 VEGAS YOUNG PROFESSIONALS TOASTMASTERS

See March 12

28

WEDNESDAY, MARCH 28 CHAMBER CONNECTIONS II

See March 14

29

THURSDAY, MARCH 29 VYP ANNIVERSARY MIXER AT SIEGFRIED AND ROY'S SECRET GARDEN & DOLPHIN HABITAT

VYP is celebrating twelve ROARING years of professional development and growth with a WILDLY good time at the Anniversary Mixer. Join fellow VYP members to sip drinks by the dolphins, mingle in the jungle, and make big connections around some big cats.

6:30 – 8:30 p.m.

Siegfried & Roy's Secret Garden & Dolphin Habitat
(located inside The Mirage)

3400 Las Vegas Blvd. S.

Online: \$10 – VYP+ Members, \$15 – VYP General Member

At the door: \$15 – VYP+ Members, \$20 – VYP General Member

Presenting Sponsors: Station Casinos, UNLV Lee Business School Executive MBA Program, and Valley Electric Association, Inc.

Official Photographer: Kristina Alexis Photography

Media Partner: *Las Vegas Review-Journal*



THE ABC'S OF CHAMBER NETWORKING

Getting the ROI for Your Company

C

Chambers of commerce around the country exist to create connections, advocate on behalf of its members, and educate business owners how to make smarter decisions. But small business owners fail to take advantage of the chamber's resources. Everything starts

with an effective marketing strategy. How does the Chamber fit into your marketing and communications plan? It's as easy as **A-B-C!**

Always stay engaged in the Chamber through committee involvement. Join a committee immediately to start seeing the returns. Chamber members get to know each other better through working on committees. This is how authentic friendships and relationships are formed. People do business with people that they know like and trust. The "know," "like," and "trust" is created through committee work. You get to see the behaviors and characteristics of your fellow members in committees. They get to view your work ethic, too. Now you know each other much better – beyond a networking breakfast or lunch.

Build stronger relationships by using your natural gifts. Don't be phony in your dealings with fellow members. And please, don't make every engagement a sales pitch. Bring your talent to serve the Chamber and others will notice. If you are great in finance, then help the Chamber and its members through your expertise. The Chamber might need a workshop or webinar to teach others how to do company financials. The exposure to your company is invaluable. It's better than a flyer or social media post. Members are developing a relationship with you and your expertise. It's not about who you know. It's about who knows you and what you do!

Connect with mentors, like-minded members, and the Chamber team to grow your business. The Chamber is great for younger business owners to connect with seasoned entrepreneurs. Ask a senior member for advice and they will give you more than you need. Every chamber has natural referral groups that are formed to organically grow businesses. Like-minded businesses should create a subnetwork of the Chamber to create natural referral groups. Imagine if graphic designers, web developers, and Search Engine Optimization (SEO) specialists worked together to share business opportunities. Finally, build solid relationships with your Chamber team. They need to know what you do well. Then they can invite you to volunteer and participate on committees. The rest is up to you.

Your relationships will be bigger than a business card if you know the ABC's of chamber networking. In my experience, most small businesses cannot get past the business card exchange at a networking breakfast or lunch. If you want to get the best ROI – learn your ABC's.



By: Shaundell Newsome, SBA Small Business Champion of the Year 2008 and Founder Visionary for Sumnu Marketing, SBA Nevada Family-Owned Business of the Year 2015, is a 30-plus year marketing professional. In Business Las Vegas dubbed him a "marketing expert" for his creation of the Twelve Steps of Marketing, A Complete Guide to Branding. For more information, articles, and blogs, visit sumnusolutionszone.com.

WELCOME NEW MEMBERS!

Welcome to the newest members of the Las Vegas Metro Chamber of Commerce. Please be sure to meet them at an upcoming event, or check out their business online at LVChamber.com on the member directory.

PRESIDENT'S CLUB:

AutoNation

**HealthSouth Desert Canyon
Rehabilitation Hospital**

Plaza Hotel & Casino

Prism Global Management Group, LLC

**Aegis Living
Dimension Design
The Dog's Mohawk
Eagle Promotions
Ecoskan Commercial Pest
Assessments
Enterprise Holdings
Essex Mortgage
Eureka! Restaurant Group
Extenet Systems
Henderson Hyundai Superstore
Kevin Barry Fine Art Associates**

**Las Vegas Metro Police
Department Foundation
The Law Office of Daniel C. Allen, LLC
Lazy Dog Restaurant & Bar
at Town Square
Lazy Dog Restaurant & Bar
in Downtown Summerlin
Lovely Laguerre- K.W.
Commercial Real Estate
Marsy's Law For Nevada
Moon Valley Nurseries
MSOP Entertainment Company Inc.
Nevada Bankers Association
Palm Mortuary**

**Platinum Real Estate
The Real Estate Friends
Resolutions-Las Vegas
Ron Paul Ross Consulting, LLC
Safety Consultation and Training
Signature Management, LLC
Social Media Runner
Soirees
Solutions Treatment Center -
McLeod
Tide Dry Cleaners
Tide Dry Cleaners of West Sahara
Wedding Masters Vegas DJ Service**

Members joined from January 15, 2018 to February 15, 2018

President's Club

(B) Edward J. Domanico

Director of Environmental Affairs – AET Environmental

Edward J. Domanico is Director of Environmental Affairs for AET Environmental, a leading and highly credentialed provider of environmental and industrial services, hazardous waste handling, and remediation in Nevada. Responsible for strategic marketing policies as well as expanding the company's operating capability throughout the state and region, he brings more than 27 years of environmental experience to this role as an industry leader. AET provides environmental services to many of the Strip properties, as well as to several medical and industrial facilities and the Nevada Test Site.

(A) Victor Fuchs

President and Managing Member – Helix Electric

In 1987, Victor Fuchs began his career as a project manager at Helix Electric, one of the fastest growing full-service electrical contractors in the nation, and quickly rose to the ranks of President of the Las Vegas office. He acquired ownership of the Las Vegas company in 2001, where he is currently President and Managing Member. He is known for his generosity throughout the community and has a deep commitment to employee training and safety. The company has been the recipient of numerous local and national awards.



A



B



C



D

(D) Eugene "Gene" Bassett

Interim SVP of Operations, Dignity Health Nevada and Interim President/CEO – Dignity Health-St. Rose Dominican, Siena Campus

Eugene "Gene" Bassett's oversight encompasses Dignity Health's multi-site, multi-area healthcare service offerings in Nevada, including acute-care hospital operations, physician relationships, ambulatory and outpatient service delivery systems, and healthcare philanthropy. Bassett has more than 35 years of experience in managing complex hospital operations, ranging from clinical departments to multi-hospital systems. He has held multiple leadership roles in health care with a variety of organizations, including Dignity Health's Mercy Hospital in Bakersfield.

(C) Chris Brown

Executive Vice President, Conventions & Business Operations – National Association of Broadcasters

Chris Brown has accumulated more than 30 years of experience as an event organizer, most of it in the non-profit sector with a focus on producing large-scale trade shows. In his current capacity Brown heads NAB's Conventions & Business Operations division, which is responsible for producing four major annual conventions for the association. One of these conventions, the NAB Show, is the largest event in the world covering media and entertainment, with more than one million NSF of space, 1,800 exhibitors, 100,000 attendees.

Spotlights

(E) Stan Leopard
Owner - Joseki, Inc.

A former USAF pilot and regular officer, Stan Leopard has spent his professional career helping start, develop, and monetize private enterprises in a variety of roles: founder, CEO, chairman, board member, strategist, and hands-on investor. Companies where he held an executive and/or board role have realized more than \$160 million in transaction proceeds to date for a return of approximately 4x on invested capital. Leopard has accomplishments with companies in a variety of industrial markets and with technology-enhanced service businesses.



(F) Jim Andres
Executive Search Manager - Manpower Inc. of Southern Nevada

A Nevada resident for more than 34 years, Jim Andres has decades of experience in staffing and recruitment. After successfully managing businesses in Canada, New Zealand, Australia, and the United States, Andres switched his career focus to executive and IT recruitment in Las Vegas in 1999. During his tenure with Manpower, he has held a variety of positions across the business in staffing, operations, sales, and management. Andres now leads Manpower's executive search practice in Las Vegas, with a primary focus on nonprofit and community-based client organizations.

(G) Sean Higgins
Chief Legal Officer, Executive Vice President of Compliance & Government Affairs - Golden Entertainment, Inc.

Sean Higgins serves as the Chief Legal Officer, Executive Vice President of Compliance & Government Affairs for Golden Entertainment, Inc. Higgins has worked as a gaming attorney and lobbyist in Las Vegas for 28 years, both in house and at law firms. His current duties include oversight of all legal and compliance matters for Golden, as well as, the company's government affairs activities around the country. Higgins received his law degree from Santa Clara University School of Law and his undergraduate degree from Southern Methodist University.



(H) Denise C. Mora
Vice President, Nevada/Southern Utah Division - America First Credit Union

With over three decades of experience in the financial industry, Denise C. Mora is responsible for the executive oversight of the Nevada and Southern Utah Division branch operations for America First Credit Union. Mora earned a bachelor's degree in business from National American University and is also a graduate of the University of New Mexico Anderson Banking School of Management and Western Credit Union Management School, Pomona, California. She has been awarded the prestigious Rising Star Award from *Las Vegas Business Press* and was recently named as a board member of the Sunrise Children's Foundation in Las Vegas, Nevada.

ENHANCE YOUR LEADERSHIP CAPACITY:

Leadership Foundation of Greater Las Vegas Offers A Variety of Programs to Help You Excel



T

Thriving businesses and communities need leaders who are informed, engaged, and connected. The Leadership Foundation of Greater Las Vegas, a 501(c)(3) affiliated with the Las Vegas Metro Chamber, has several outstanding programs coming up to help you engage with the community, boost your leadership capacity, and develop strong leadership skills. For more information, visit Leadership.Vegas or contact Cara Clarke, Executive Director, at 702.586.3832 or cara@leadership.vegas.

ACCESS LAS VEGAS

Who: New executives who want to get up to speed on the community.

A two-day immersive program for executives new to the Valley or new to their leadership roles, Access Las Vegas gives participants a deep dive into the inner-workings and infrastructure of the Southern Nevada community, including a look into the economy, industry sectors, and most critical issues facing the community, as well as history, governance, and workforce. Participants will also have an opportunity to meet community leaders and make connections to activate their networks, and gain insights on a wide range of topics, including workforce, education, and infrastructure.

The two-day program is March 13 and March 20. For more information on the program, tuition details, or to register, visit Leadership.Vegas.

PUBLIC POLICY LEADERSHIP SERIES

Who: Leaders who want to influence positive change in government and education.

The Public Policy Leadership Series, or “PPL,” is a partnership between the Leadership Foundation and the UNLV Greenspun College of Urban Affairs that educates community leaders interested in serving in public office on the tenets of good public policy and governance.

There are two programs from which to choose: General Governance, ideal for people serving or who want to serve in state or local government, on how to develop sound public policy and better understanding functions and structure of government in Nevada; and Education, preparing participants on the types of responsibilities associated with serving on boards of education and School Organization Teams (SOTs). Topics include roles and responsibilities, education budgets and funding, achievement metrics, and accountability.

For applications, tuition rates, and more, visit Leadership.Vegas.



LEADERSHIP LAS VEGAS

Who: Accomplished professionals who want to positively impact the community.

Leadership Las Vegas is the premier community leadership building program in Southern Nevada, designed for executives and accomplished professionals from a wide range of industries who want to make a positive impact on the community. Through the 10-month program, class members develop a deeper understanding of the region, its challenges, and opportunities to become more effective leaders and change agents.

Participants are leaders who want to significantly increase their impact on the Las Vegas Valley and their organization, as well as gain valuable insight and perspective on the systems, people, and information that shape the community. There are more than 1,300 alumni of the program, and they help drive the curriculum, alumni efforts, and other community engagement projects.

For more information, including how to access the application, the application process, 2018-2019 class dates, and more, visit Leadership.Vegas.



LEADERSHIP ADVANCE

Who: Emerging professionals who want to enhance their leadership skills.

Leadership Advance provides emerging and mid-level professionals leadership training that can transform them into more effective and confident managers and help advance their careers. During the 10-month program, class members – through a professional facilitator – gain extensive insight into their own leadership style and skills, and learn leadership strategies and techniques, as well as a better understanding of the community.

Participants are emerging leaders who wants to grow their leadership skills and prepare for the challenges of community leadership, as well as explore the dynamics of Southern Nevada.

For more information, including how to access the application, the application process, 2018-2019 class dates, and more, visit Leadership.Vegas.

Member News

RED - PRESIDENT'S CLUB MEMBER



Announcements



City National Bank hired long-time banking professional Patrick Moore as Vice President and Southern Nevada Group Manager. Moore joins City National from Bank of the West with 35 years of experience, most of it in Southern Nevada.



Blue Heron announced that Denis Bacon has been hired as Chief Operating Officer and Matthew Bunin has been brought on as Chief Financial Officer.

NetEffect is hiring IT professionals for its award-winning support and service business. For those interested in applying, please visit neteffect.com or neteffect.breezy.hr.

Wheeling & Dealing

On their annual Dividend Day, **Clark County Credit Union** gave back more than \$3.3 million in earnings to its member-owners as an annual dividend, putting money back into their accounts to use as they wish.

Congratulations

MountainView Hospital earned The Joint Commission's Gold Seal of Approval® for Chest Pain Certification. The Gold Seal of Approval® is a symbol of quality that reflects an organization's commitment to providing safe and effective patient care.



James Kohl and Jay Young, of **Howard & Howard**, were re-appointed as settlement judges by the Nevada Supreme Court for a second, three-year term. The announcement was made by Nevada Supreme Court

Justice Ron Parraguirre.

Governor Brian Sandoval announced the appointment of Melissa Caron, president of A.M. Smith Electric of Carson City, to the **Nevada State Contractors Board**, and the reappointment of Guy Wells, Margaret Cavin, and Board chairman Jan Leggett to 3-year terms effective immediately.

Commercial Executives Real Estate Services represented Premier Plaza, LLC in the lease of 4,025-square-feet of office space located at 4425 S. Jones Blvd. The transaction is valued at \$301,221.

The Las Vegas Metro Chamber of Commerce is proud to provide members with a place to publish their current announcements as a benefit of membership. Email news items to pr@lvchamber.com or fax to Public Relations at 702.735.0320.

Community Service

Third graders at Sister Robert Joseph Bailey Elementary School wrote thank you letters to the medical first responders for their response to the 1 October shooting. The letters were written in celebration of the Great Kindness Challenge, the national **Dignity Health** event that encourages acts of kindness throughout the year.

University of Nevada, Las Vegas' William S. Boyd School of Law, alongside the Institute for the Fiduciary Standard, coordinated a project for financial advisors to provide pro bono advice to the survivors and victims' families of the 1 October tragedy, in an effort to help them manage their fund disbursement from the Las Vegas Victims' Fund.

Upcoming Events

Nevada School of the Arts is celebrating its contributions to arts education at the fortieth anniversary Ruby Gala on March 10, at the **Red Rock Hotel Casino Resort & Spa**. The gala will feature world renowned performers, including NSA Encore Recipient Frankie Moreno and NSA Jazz Artist-in-Residence and Las Vegas headliner Clint Holmes. For more information or to register, visit nsamusic.org.

Large Vision Business Network Mixer presents the Square Biz Expo Tuesday, March 13, at the Suncoast Hotel & Casino. Small and large business owners from Clark County will be showcasing their businesses. For more information, visit pjproductionlive.com/LVBNM.

The Clark County Medical Society Alliance is hosting its annual Spring Fashion Show on Thursday, March 22, at the **Four Seasons Hotel Las Vegas**. Proceeds from this year's CCMSA Spring Fashion show will benefit Nevada Medical Center, a nonprofit created to enhance the lives of Nevadans through improved access to healthcare. The event will showcase fashions from legendary designer Diane von Furstenberg and entertainment will be provided by Jeannine Mason. For more information, visit ccmsa-lv.org.

On March 24, **Vegas PBS Ready to Learn** will partner with Kiwanis of Neon Lights to present the third annual Novel Event and Champagne Brunch, featuring a private meet-and-greet with three local authors. For more information, visit vegaspbs.org.

Registration is now open for the seventeenth annual Tour de Summerlin, which kicks off at **Downtown Summerlin**. The non-competitive cycling event runs through Summerlin and Red Rock Canyon National Conservation Area, with 20, 40, and 80-mile rides. Registration is \$75 per person. For more information, visit Summerlin.com.

VETERANS *Coffee & Conversations*

You are invited to a preview screening of **Remembering Vietnam: Las Vegas Veterans**, followed by an open dialogue on veterans issues.

Friday, March 16 ■ 11 a.m. - 12:30 p.m.

Vegas PBS
3050 E Flamingo Road
Las Vegas, NV 89121

REMEMBERING VIETNAM LAS VEGAS VETERANS

Honor Las Vegas veterans of the Vietnam War at this special documentary screening. Witness unforgettable first-hand accounts of the era by several local veterans. Look back on their experiences of service as they reveal memories of enlistment, basic training, combat and the aftermath of their military experience.

Space is limited. Please RSVP online at:
VegasPBS.org/Workforce/GOAL-Events

Questions? Call Juan Rangel at
702.799.1010 x5446.

Remembering Vietnam: Las Vegas Veterans
premieres Thursday, March 29
at 8 p.m. on Vegas PBS.



Refreshments provided by



VegasPBS.org ■ 702.799.1010
3050 E Flamingo Rd., Las Vegas, NV 89121

Ribbon Cuttings

PC - President's Club **\$** - Chamber Member Discount



FLAMINGO SMILES DENTISTRY

Flamingo Smiles Dentistry, Dr. Lee, and team welcomed patients to its location at 9516 W. Flamingo Rd., Ste. 200. The practice believes in providing exceptional treatment tailored to each patient, and exceeding expectations with excellence, veracity, and value. For more information, visit flamingosmiles.com or call 702.254.3135.



TIMELY TESTING, LTD.

Timely Testing, Ltd. provides onsite drug and alcohol testing 24/7/365. It also offers workplace training, which is just one component of a three-part plan referred to as Protected at Work. For more information, visit timelytesting.com or call 702.241.8884.



MEDEXPRESS URGENT CARE

MedExpress Urgent Care, located at 6401 W. Charleston Blvd., Ste. 110, offers a wide range of urgent care, employer health, and basic wellness and prevention services, including x-rays, IVs, labs, minor surgery, stitches, and treatment for broken bones and sprains. For more information, visit medexpress.com or 702.878.0295.



CHIAM RESTAURANT

ChiAm Restaurant opened its newest location at the Boulevard Mall. Known for its fun and healthy take on casual Chinese food and dim sum, the restaurant prides itself on top quality ingredients for signature dishes like shrimp dumplings, pork siu mai, and Shanghai beef soup dumplings. Visit chiamrestaurant.com.



SILVER STATE SCHOOLS CREDIT UNION AND ANDSON INC.

Silver State Schools Credit Union and Andson Inc. partnered to open a new Piggy Bank program at Laura Dearing Elementary School. The program delivers a bank inside the school so students learn financial literacy and make the most of their savings journey. For more information, visit andson.com.



MEDEXPRESS URGENT CARE

MedExpress Urgent Care, located at 4895 Boulder Hwy., offers a wide range of urgent care, employer health, and basic wellness and prevention services, including x-rays, IVs, labs, minor surgery, stitches, and treatment for broken bones and sprains. For more information, visit medexpress.com or 702.435.1411.



To arrange your ribbon cutting, contact Georgia Allen at 702.586.3838 or email gallen@lvchamber.com



MAMMA OLIVIA RESTAURANT & BAR

Mamma Olivia Restaurant & Bar, specializing in authentic Italian food using fresh imported products and menu items made from scratch daily, opened at the Boulevard Mall. Its dinner menu features four types of homemade ravioli, pasta, seafood, salads, and desserts. For more information, visit mammaolivia.com or call 702.823.1222.



SILVER STATE SCHOOLS CREDIT UNION AND ANDSON INC.

Silver State Schools Credit Union and Andson Inc. partnered to open a new Piggy Bank program at Decker Elementary School. The program helps students achieve financial literacy and build their savings over time through a real bank inside the school. For more information, visit andson.com.



VETERANS VILLAGE

Veterans Village celebrated the grand opening of its third assisted living center. Mayor Carolyn Goodman, other dignitaries, Chamber CEO Mary Beth Sewald, and staff were on hand to commemorate its unique approach to comprehensive, holistic housing for veterans, with a 24/7 crisis intervention center. For more information, visit vvlv.com.

HOW DO YOU REWARD GREAT CUSTOMER SERVICE?



Customer Service Excellence is a free turnkey program that helps you recognize the customer service all-stars in your business.

- Easy ways to nominate
- Recognition programs and ceremonies
- Customer and staff engagement materials provided

**NOMINATE SOMEONE TODAY AT
LVCHAMBER.COM/CSE**

For more information on enrolling your company in the program, visit LVChamber.com or call 702.641.5822.

Program Partners:





Introducing the NEW

POP-UP BUSINESS SHOWCASE

T

he Metro Chamber is proud to introduce a brand-new event concept for small businesses: the Pop-Up Business Showcase.

Designed as a tabletop exhibit trade show, networking event, and business education series, this new concept will debut Wednesday, May 23, at the Boman Pavilion of The Smith Center for the Performing Arts, from 3:00 – 7:00 p.m.

The table-top trade show will take place in the Troesh Studio Theater, in a cozy environment that gives exhibitors an opportunity to show off their brand, products, and services to members of the business community at large. In addition, the atrium in the Boman Pavilion, just outside of the Troesh Studio Theater, will feature a happy hour with cocktails and light bites, as

well as fun conversation starters to help facilitate networking between guests. The trade show and networking will continue during the panel discussions.

Two dynamic panel discussions will shape the education series part of the expo. The first panel will be on small business financing, and will be led by a group of financing experts to talk through options for small business financing and lead a Q & A session with the audience. The second will be on procurement opportunities for both public and private entities – including new large infrastructure projects, how small businesses can stay competitive on bidding, and steps to take for bidding on these projects.

Exhibit table sales include a six-foot tabletop and two chairs, as well as 10 tickets to the event.

Please note that due to the limited space of the room, large displays are not permitted. Pop-up banners, table drapes, posters, flyers, and swag items are more than welcome. If you have any questions, please contact Rachel Payne, events coordinator, at rpayne@lvchamber.com or 702.586.3843. Exhibit spaces are \$275 each, and Brand Impact members can take advantage of a \$25 discount on booths until March 15.

Tickets for the Pop-Up Business Showcase are \$15 each for members, and \$20 for non-members. Tickets include one beverage, light bites, and entry to the table-top trade show and panels. For more information or to register, visit LVChamber.com.



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FUEL REVENUE INDEXING

Where Are We Now?

A

s Southern Nevada continues to modernize, grow, and diversify, so do the needs of the region's transportation systems. The Metro Chamber was a key supporter of Fuel Revenue Indexing (FRI) in previous election cycles, as well as during recent legislative sessions. FRI dollars are generated each time a motorist fills up their vehicle with gasoline, and a dime per gallon funds these important FRI projects – and all FRI dollars stay in Southern Nevada.

FRI helps to fuel the region's future competitiveness and connectivity, providing funds to move forward with necessary transportation projects to benefit residents and visitors, as well as support increased trade and economic development. These projects include:

-  Interstate 11 from Las Vegas to Phoenix
-  Intersection and traffic signal development
-  Roadway improvements to Maryland Parkway, the Convention Center area, and Flamingo Road
-  215 Beltway and bridge completion

As of December 31, 2017:



223 design and construction contracts have been awarded, including 78 to local small businesses



Project total of **\$452 million**



Approximately **5,829 jobs**

For more information on roadway projects or FRI, visit rtcsnv.com.

Figures provided by the Regional Transportation Commission of Southern Nevada

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Upcoming Events

VYP COMMUNITY CONVERSATIONS: THE FUTURE IS FEMALE THURSDAY, MARCH 8

8:00 – 10:00 a.m.

\$15 – VYP+ Member

\$20 – VYP General Member

VYP ANNIVERSARY MIXER AT SIEGFRIED & ROY'S SECRET GARDEN & DOLPHIN HABITAT INSIDE THE MIRAGE THURSDAY, MARCH 29

6:30 – 8:30 p.m.

\$10 – VYP+ Member

\$15 – VYP General Member

**Register online at
VegasYP.com**



DISPELLING MILLENNIAL (EMPLOYMENT) MYTHS

By: Chris Amann, VYP Member

Millennials are cause-driven, tech savvy and continue to work passionately to shape their local communities. Many employers are bombarded with misinformation about this generation and how they contribute to the workforce. There are many benefits of hiring and engaging the millennial workforce. For employers who are on the fence about hiring a millennial, here are two popular myths about millennials dispelled.

MYTH: Millennials have no job loyalty.

The average length of time at a place of employment for a Baby Boomer is seven years. With millennials, that time is just about two years – long enough to have an opportunity to succeed. They do not have a feeling of entitlement, but they are entitled, like any other employee, to respect in the workplace, more responsibility, fair pay and opportunities for growth. When a millennial joins an organization, they know quickly if their employer is an advocate

for them. Employers should take initiative by seeking out leadership development programs specifically designed to advance their millennial workforce. For example, The Leadership Foundation of Greater Las Vegas' Leadership Advance program (check out more at Leadership.Vegas) is tailored specifically for emerging leaders in the workforce and can give millennials information about the community and leadership skills that will last a lifetime. When you show initiative and interest in giving your millennial workforce a more opportunities, it will inspire loyalty your company.

MYTH: Millennials are too picky with their job search.

Too often, millennials are pinned as an entitled, social media-obsessed generation that will not work for a company unless it fits all of their cultural needs. Company culture plays a large factor on whether a millennial chooses a company, and



Fusion Mixer

@

**CUCINA BY
WOLFGANG PUCK**



VYP members raised a glass to new connections and a love of networking at the February Fusion Mixer at Cucina by Wolfgang Puck, located inside The Shops at Crystals. Guests took in fun libations, tastes of signature dishes, and a chance to develop new business relationships.

 *Kristina Alexis*
PHOTOGRAPHY

for good reason. Millennials are all about a strong and vibrant company culture and why wouldn't they be? Everyone wants to be a part of an organization that makes a difference in our communities; millennials just factor in the culture more in their hiring decisions. Job perks – paid lunches, time off, and fringe benefits – and company culture are weighed alongside salary as part of a total package deal. Employers need to step up

their game in terms of company culture and appeal to the values of the millennial generation. And for young professionals, make sure you do your homework: just because a company seems to be a good fit on paper doesn't mean you shouldn't ask a lot of questions about company culture. You are about spend 40+ hours a week in this office. Make sure it's a good fit. Millennials are hard-working, cause-driven and dedicated people, and

make great employees and develop into great leaders. It's time to dispel the myths and get down to business to make sure your company is adequately attracting them to your organization and ensuring a future pipeline of talented leaders.

The Final Word

FEBRUARY ACCOMPLISHMENTS

T

he Metro Chamber felt the love in February. With the kick-off of the Southern Nevada Forum, the Chamber helped to convene hundreds of individuals on issues that will shape our local agenda for the 2019 Legislature. In addition, the Chamber held several networking and educational opportunities with the return of Chamber University and a special Eggs & Issues. Here are just a few ways the Metro Chamber worked for you in February:

- Welcomed the U.S. Chamber of Commerce Foundation Center for Education and Workforce on the business case and ROI of high quality early childhood education and engaged in a discussion on the ways the business community can be more involved in early education initiatives at Eggs & Issues.
- Kicked off the Spring 2018 Semester of Chamber University with sessions on branding, water conservation, drug testing in Southern Nevada and managing your businesses online reputation.
- Shared our love for networking and giving back at the Morning Mingle series held at Assistance League of Las Vegas where the Chamber collected fleece blankets to be given to children in need for their signature program, Operation School Bell.
- Discussed recidivism and the challenges of prisoner re-entry with a panel of industry experts during Focus Las Vegas.
- Held another edition of the Chamber Call with Chamber President and CEO Mary Beth Sewald, where she discussed initiatives and projects of the Metro Chamber, and took questions from members.
- Connected young professionals in a fun and high-energy atmosphere at the VYP Fusion Mixer at CUCINA by Wolfgang Puck, located at The Shops at Crystals.
- Heard from the CEO of the Plaza Hotel, Jonathan Jossel, at Vegas Young Professionals' Bigwig Lunch Time.
- Learned about the Las Vegas Convention Center expansion from Las Vegas Convention and Visitors Authority Vice President of Customer Experience Hugh Sinnock, and explored ways that the expansion can change the economic workforce and landscape of Las Vegas during the Transportation, Infrastructure and Construction Policy Committee Meeting.
- Received an in depth look at the Nevada System of Higher Education's 2018 strategic plan with Chancellor Thom Reilly at the Education & Workforce/Workplace Policy Committee Meeting.



- Made connections with new members and learned the best ways to maximize membership at the New Member Orientation.

Allergy season is here. **We can help.**

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Azelastine HCL (Generic) 137mcg	30	\$91.93	\$70.10	24%
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BUSINESS AFTER HOURS

THURSDAY, MARCH 15

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5:30 – 7:30 p.m.

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members and their guests.

**TO REGISTER CALL 702.641.5822
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MARCH 2018

A photograph of a group of people at a social mixer event, overlaid with a red tint. The people are standing and talking, some holding drinks.

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